

Who is reading Vitality Magazine?

Everybody with an interest in healthy living, natural foods, and personal growth.



READERSHIP PROFILE & DEMOGRAPHICS

CONSUMPTION OF GOODS

- 65% shop often in health food stores
- 12% shop exclusively in health food stores
- 14% buy environment-friendly products over commercial brands - exclusively
- 58% buy environment-friendly products over commercial brands - regularly

EMPLOYMENT PROFILE

- 22% are entrepreneurs/business owners
- 37% are professionals
- 9% are homemakers
- 9% are retired / seniors
- 15% are clerical workers
- 8% are students, artists, other
- 39% are college graduates • 50% are university graduates
- Household income \$75,000 - \$150,000 - 12%
- Household income \$50,000 - \$75,000 - 16%
- Household income \$35,000 - \$50,000 - 24%
- Household income \$25,000 - \$35,000 - 19%
- Household income under \$25,000 - 25%

GENDER & AGE PROFILE

- 74% of readers are female • 26% of readers are male
- 32% of readers are aged 18 to 34
- 48% of readers are aged 35 to 54
- 16% of readers are aged 55 to 64
- 4% of readers are aged 65 and over

LEISURE ACTIVITIES

- 52% of readers enjoy regular bodywork; shiatsu, massage, acupuncture, etc.
- 67% of readers are involved in regular fitness (yoga, tai chi, pilates, walking, etc.)
- 83% of readers dine out at least once a month
- 54% of readers are regular consumers of health related books, magazines, tapes
- 47% support either organic gardening, lawn care, or farming
- 45% take at least one major holiday per year
- 56% regularly attend either live performances, lectures, or seminars

CIRCULATION PROFILE

Vitality Magazine is published 10X per year and is available free of charge within the greater Toronto Area. It is also distributed quarterly across the province.

GEOGRAPHIC BREAKDOWN

Total circulation averages 52,000; average pass-on readership is 2.3 people per copy (per household), for a total average audience of 120,000 readers per issue

85% of magazines are distributed in the greater Toronto area

(north to Newmarket, west to Hamilton, east to Oshawa, south to Lakeshore)

14% of magazines are distributed across Ontario

(north of Barrie, west to Guelph/Kitchener, east to Ottawa, south to Lakeshore)

1% of magazines are mailed to paid subscribers

TYPE OF OUTLETS

60% of magazines go to health food stores, bookstores, fitness stores

14% of magazines go to restaurants, nightclubs, theatres

15% of magazines go to libraries, hospitals, universities, wellness centres

11% of magazines go to selected offices, clinics (naturopaths, chiropractors, MDs, health professionals)

SPECIAL FEATURES

- Publishing since 1989, *Vitality Magazine* offers the best coverage of the Ontario health marketplace compared to any other magazine in Ontario, being available in a broad spectrum of outlets from health food stores to theatres (over 500 outlets)
- As a fully Canadian owned company, *Vitality* emphasizes Canadian content in its popular health features and advertisements, making it extremely relevant and user-friendly for its target audience
- *Vitality's* popular Calendar of Events and Bulletin Board section report on the latest news, events, and community happenings all month long, which gives it an exceptionally high shelf life of at least 30 days; many readers report hanging on to their copy for months at a time.

Readers' comments:

- "I like the fact that Vitality has substance to it, with self-help information you can use for various ailments."
- "I am always looking forward to picking up new issues of this magazine. Keep up the great and informative articles."
- "I love your extremely useful Herbal Medicine Features and well-researched health features. Your advertisements are my guide to products and services."
- "I like that you don't shy away from voicing opinions on political issues that deal with health and environmental issues. We need to be informed!"
- "This is by far the best health magazine in the province!"

All statistics based on annual readership survey conducted by Vitality Magazine.